



STATE OF WASHINGTON  
DEPARTMENT OF VETERANS AFFAIRS  
VETERAN SERVICES DIVISION

*1102 Quince Street SE • PO Box 41155 • Olympia, Washington 98504-1155 • 1-800-562-2308*

March 2013

Dear Prospective Sponsor,

On **Saturday, June 29, 2013**, the Washington State Women Veterans Conference will attract women veterans from all branches of military service, as well as Active Duty servicewomen soon to transition into the civilian community from throughout the state of Washington.

**We invite you to be recognized as a participating sponsor for this significant event.**

The Washington State Department of Veterans Affairs and WestCare Foundation are co-hosts of this conference to be held at the Greater Tacoma Trade and Convention Center, 1500 Broadway, Tacoma, WA. This conference will focus on the theme **"Women in the Military – Honoring the Past... Driving into the Future."**

**Over five hundred (500) women veterans and active duty service members** are expected to attend this annual event. Workshops offering information, discussing important issues and offering insight presented by women veterans, as well as professionals, will anchor the day. In addition, rooms open all day long will feature practitioners offering specific health and wellness services (massage, reflexology, nutrition), successful women vets offering their experience, strength and hope to other more-recent vets in a peer-to-peer networking environment, representatives from the federal VA providing direct connections to VA services, legal professionals offering their advice, and many WA State technical and community colleges, as well as higher education will be present. Preparing for transition from military to civilian environments will feature everything from employer participation to make-overs and a "Fatigues to Fabulous" runway show finale. Alongside all of this will be many exhibitors bringing their contribution to the support of women veterans.

**The success of this conference ultimately depends on you!** Local business, local government, and individual support will make the difference. Support for this event depends solely on fund-raising efforts, as well as generous sponsors.

**Attached is a brief conference description** for your review, as well as sponsorship and exhibitor opportunities and the benefits associated with each level. Do not be bashful about offering any way in which you desire to help!

**On behalf of the Washington State Department of Veterans Affairs, WestCare Foundation, and the 60,000 women veterans throughout Washington State, we thank you for your serious consideration of sponsorship and look forward to your response.**

Please, feel free to call me at 360-725-2155 or Barbara Logan at 360-725-2227 with any questions or suggestions that you may have.

Yours in service,



Alfie Alvarado-Ramos

Director, Washington State Department of Veterans Affairs

[alfie@dva.wa.gov](mailto:alfie@dva.wa.gov)

**The theme of the conference is "Women in the Military – Honoring the Past... Driving into the Future."**

**The day will end with a Runway Fashion show featuring several women veterans who will receive makeovers.**

**Throughout the day, there will be a variety of panel discussion workshops addressing the following topics:**

- |                               |                                                |
|-------------------------------|------------------------------------------------|
| * Leadership                  | * Small Business                               |
| * Wellness                    | * Mental Health                                |
| * Finance                     | * Education                                    |
| * Employment                  | * Transitioning from Military to Civilian Life |
| * Introduction to VA Benefits |                                                |

**Also running concurrently throughout the day are the following:**

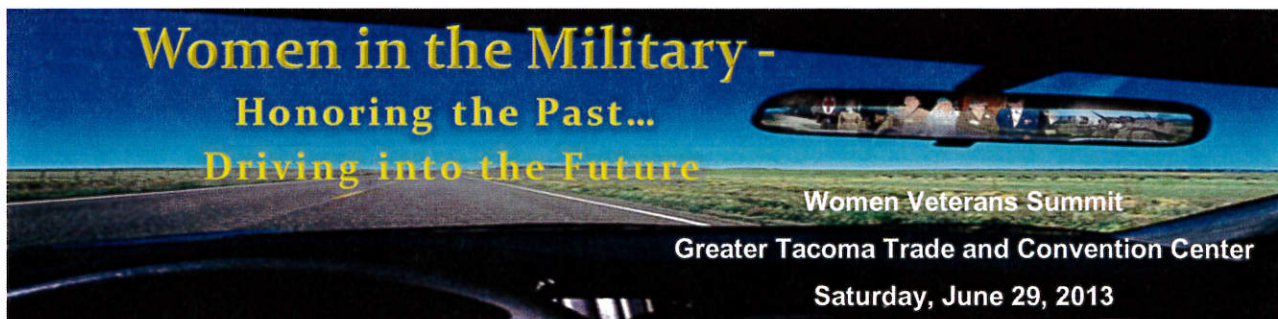
- Wellness rooms offering free massages and reflexology
- A networking and mentoring area with roundtable sessions
- Exhibitor tables
- Vocational Rehabilitation, Homeless Services, Veteran Service Organizations
- Manicures and makeovers

### **Special Guests include:**

**Brigadier General Rebecca Halstead** (US Army, Ret), sponsored by Standard Process, served 27 years with the U.S. Army and retired in 2008 as a General Officer. She culminated her career as the Commanding General of the Army's Ordnance Center and Schools. BG Halstead graduated from West Point in 1981 as a U.S. Army Ordnance officer. She was the first female graduate of West Point to be promoted to General Officer. She was also the first female in U.S. history to command in combat at the strategic level by commanding the highest level organization for logistics (3rd Corps Support Command) in the Combat Theater of Iraq. BG Halstead also served in Europe as the Deputy Commanding General for the 21st Theater Support Command. Prior to Europe, she served as the Chief Advisor to the Combatant Commander responsible for military training and operations in Latin America. BG Halstead is the recipient of the 2007 National Women's History Project, and her military decorations include the Distinguished Service Medal, the Defense Superior Service Medal, Legion of Merit (one Oak Leaf cluster), and the Meritorious Service Medal with five Oak Leaf clusters. BG Halstead, along with other distinguished guests, will be part of a panel presenting a lunch plenary session on health and wellness.

**Alex Quade, War Reporter.** Ms. Quade will be joining us again this year as our Master of Ceremonies for the day and will also be a part of the Networking area. Ms. Quade has been recognized by the Congressional Medal of Honor Society "for her courageous reporting and honest news coverage," and has been a recipient of the national RTDNA Edward R. Murrow Award for her war reportage. She also directed a 2012 film entitled "Horse Soldiers of 9/11."

**Yvonne Lucas, Yvonne Lucas Racing.** Ms Lucas contacted us wanting to do something special for our state's women veterans. She will be on hand to draw the names of two lucky women veterans for a complimentary day at the Pacific Raceways track in Kent. Says Yvonne, "Would you like to experience the thrill of drag racing up close and personal? Here's your chance as my personal guest inside the exciting world of motor sports and drag racing right here in Washington! This "Racing Experience" will bring two lucky winners right to the heart of the sights and sounds at Pacific Raceways to live the action firsthand. Your complimentary day at the racetrack will include a chance to talk with racers and crew members, take a tour of the pit areas, and watch some of the best side by side racing action in the Northwest. Join me and experience the great sport of drag racing founded right here in the USA!"



## Levels of Sponsorship

(Please mark appropriate box)

➤ Platinum - \$5,000 and Up ☐

➤ Gold - \$1,000 - \$4,999 ☐

➤ Silver - \$500 - \$999 ☐

➤ Bronze - \$100 - \$499 ☐

➤ Other (please specify amount and description of sponsorship) ☐ \$ \_\_\_\_\_

➤ See attached Benefits of Sponsorship table for Exhibit Table Rates

### Other Opportunities

*Please circle choice(s)*

Lunch    Pens    Notepads

Break    Program    Attendee Bag

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

PAYMENT OPTIONS: Check enclosed ☐

Please Bill me ☐

Please make checks payable to WDVA and mail to: WDVA, Attn: Barbara Logan, PO Box 41155, Olympia, WA 98504-1155. Phone: 360-725-2227 Fax: 360-586-1093 or 360-725-2212



# Benefits of Sponsorship

Sponsorship Levels	Platinum (\$5,000 and Up)	Gold (\$1,000 - \$4,999)	Silver (\$500 - \$999)	Bronze (\$100 - \$499)
Facilitator remarks during the opening session thanking your dedication and sponsorship	•			
Company logo on all printed materials and signage	•			
Table space in exhibitor area at no charge	•	•	* \$350 or \$395 (see below)	* \$350 or \$395 (see below)
Recognition for being part of the Women Veterans Conference on WDVA website	•	•	•	
Business name recognition on the program	•	•	•	•
Lunch provided for two at vendor tables/booth	•	•	•	•

- \*If you would like an exhibitor table the charge is \$350 without electricity and \$395 with electricity. Tables are free of charge at the Platinum and Gold Sponsorship levels
- Please send a high resolution file in jpeg format of your institution's logo to Barbara Logan at [barb@dva.wa.gov](mailto:barb@dva.wa.gov)
- Please ship company information for participant packets to WDVA, Attn: Barbara Logan, PO Box 41155, Olympia, WA 98504 by June 10, 2013. Please send quantity of at least 500.

All contributions of cash or in-kind products and services are greatly appreciated. **To negotiate other sponsor opportunities not listed, please call Liza Narciso at 360-725-2157.**

In addition, all sponsors will have the satisfaction of knowing that they have made a difference and played a role in helping support Women Veterans. **Thank You!**

## **Sponsorship Checklist**

- Send artwork and logo in **high resolution, JPEG or PDF (editable)** format to: Barbara Logan, [barb@dva.wa.gov](mailto:barb@dva.wa.gov) no later than **Monday, June 10, 2013**
- **No cancellations** after closing date of **June 10, 2012**
- The publisher and WDVA shall be under no liability of errors made by the advertiser or loss by reason of any errors arising out of publication
- **SPONSORSHIP AGREEMENT:** Please sign and fax to (360) 586-1093 or email to Barbara Logan, [barb@dva.wa.gov](mailto:barb@dva.wa.gov) no later than **Monday, June 10, 2013**
- **Payment:** Make checks payable to the WA State Department of Veterans Affairs (WDVA)
- **Conference Giveaways:** If you want to include giveaways in our conference bags please send 500 of each no later than **June 10, 2013** to the address below. If you choose not to send giveaways before the event, please have giveaways available at your booth/table at the event.

### **Shipping Information:**

WA State Department of Veterans Affairs (WDVA)  
Attn: Barbara Logan  
1102 Quince St SE  
Olympia, WA 98501